

Presentation for the South-African competition

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eDREAMS ODIGEO GROUP: KEY FEATURES

- A global OTA active through 5 brands, 261 websites, in 45 countries in the world.
- A European marketplayer: born and headquartered in Spain, fiercely competing against big US champions and national players
- An initially flight-centric business aiming at providing a one-stop-shop experience to the consumer

eDREAMS ODIGEO GROUP - A brief look

2nd



Largest Player
Worldwide
in Flight Revenues

37%



N° 1 European OTA
flight market share
(From 32%)

55%



Mobile
Bookings (**)
(From 47%)

1,729K 39%



Prime Members
+160% YoY
(From 664K)

Prime share of
flight Bookings
(From 26%)

45



Markets

17M



Customers (*)

650

Airlines

2.1M+

Hotels

274k+

Flight routes

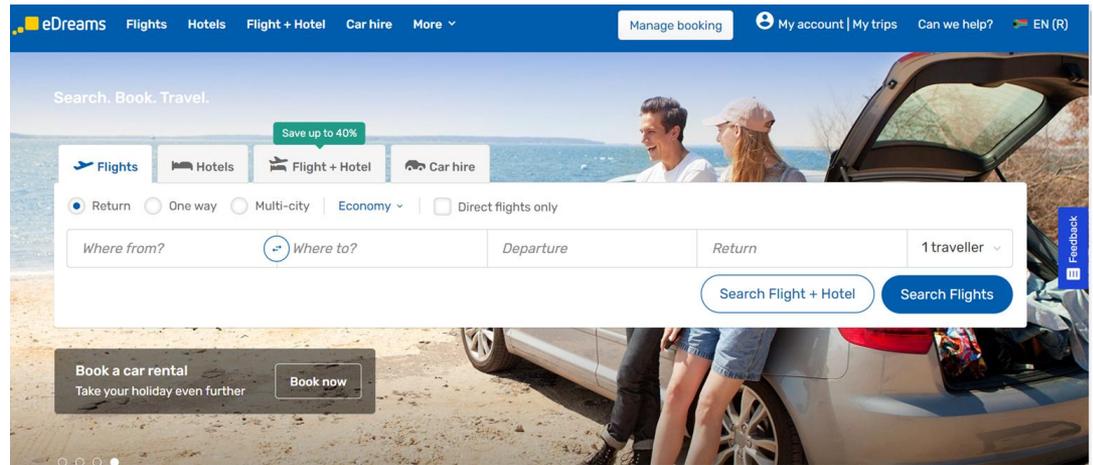
ADVANTAGES BROUGHT BY OTAs TO CONSUMERS

- **Bringing market transparency** by comparing suppliers' inventory and offering booking functionalities on one single platform
- **Creating offers:** combination of unique flight proposition (cross faring, virtual interlining) or multimodal offers (flight + train), allowing travellers to create their own packages adapted to their needs (dynamic packages)
- **Innovating** with new services (e.g aftersale services available in-App, customer service automation) and new products (Prime, flexible dates, cancellation for any reasons)

Based on these building blocks, our customers can access the best deals adapted to their specific needs (regular flights, low-cost airlines, hotels, car rental, dynamic packages and travel insurance).

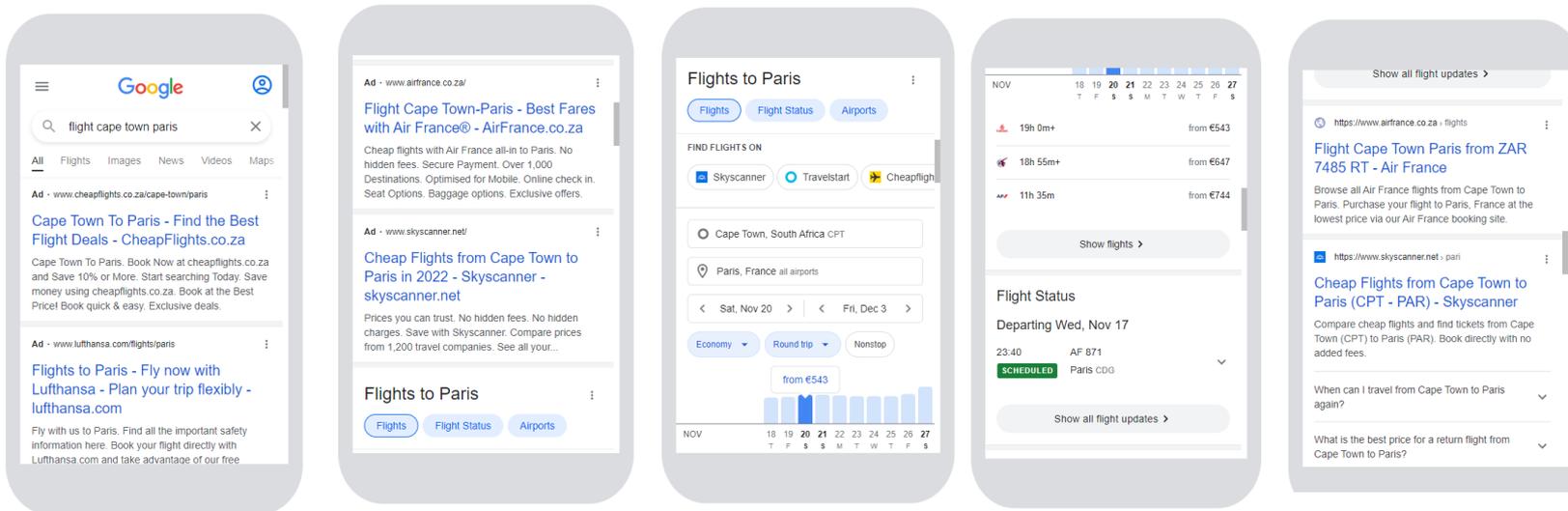
eDREAMS ODIGEO IN SOUTH AFRICA: SNAPSHOT

- One website za.edreams.com operated since 2012
- Stable presence and solid range of products



eDREAMS ODIGEO IN SOUTH AFRICA: LEVELING THE PLAYING FIELD

- Marketing channels: SEM and SEO interactions (SEO visibility / SEM transparency)
- Google Flights (self-preferencing)



Source: Anonymous
Ad Preview Tool -
Google Ads
17/11/2021

ANNEX - RELEVANT PRECEDENTS

A clear abuse of dominance

“Google through its search design has not only placed its commercial flight unit at a prominent position on SERP, it has also allocated disproportionate real estate thereof to such units to the disadvantage of verticals trying to gain market access.”

*“given the universal vocation of Google’s general search engine, which is designed to index results containing any possible content, the promotion on Google’s general results pages of one type of specialised result – its own – over the specialised results of competitors involves a certain form of **abnormality**.” (para 176, General Court, 10 November 2021, Google Shopping)*



ANNEX - RELEVANT PRECEDENTS

No possible remedies to the abuse via the inclusion of direct competitors of Google in the Google Units. By doing so, direct competitors of Google would just become Google's customers

*“the alternative offered to competing comparison shopping services in order for them to appear in Shopping Units, namely to act as intermediaries, also requires them to change their business model in that their role then involves placing products on Google's comparison shopping service as a seller would do, and no longer to compare products. Accordingly, **in order to access Shopping Units, competing comparison shopping services would have to become customers of Google's comparison shopping service and stop being its direct competitors.**” (para 351, General Court, 10 November 2021, Google Shopping)*

An acceptable remedy to an abusive conduct cannot be based on competition eradication